EXHIBIT 7
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Product Platform Strategy_Monetize_07082020.pptx

Hurd, Doug-Imported Data REDACTED \Strategy Team General\Strat Planning\Product Platform Strategy_Monetize_07082020.pptx

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Monetize - SSP Total Available Market (TAM)*

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Monetize Video SSP – Industry Ranking

Publisher Value Drivers REDACTED

Buyer Value Drivers (Pub Monetization): REDACTE

	Demand Generation	Ad Server	Usability & Service	Deals	Brand & Reputation	Reporting & Analytics	Wrapper	Pub Total	Curation & Forecasting	Supply Access	Sales, Service & Marketing	Reporting & Insights	Identify Solutions	Deal Types	Transparency & T.A.¹	Buyer Total	Combined
Weighting																	
Google Ad Mana																	
FreeWheel A COMCAST COMPANY																	
SPOTX																	
amazon																	
verizon media																	
rubicon telari																	
PubMatic																	
xandr																	
INDEX EXCHANGE																	
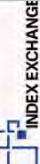
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Monetize Video SSP – Industry Ranking Commentary

Publisher Value Drivers: 35%

Buyer Value Drivers (Pub Monetization): 65%

Weighting

Demand Generation | Ad Server | Usability & Service | Deals | Brand & Reputation | Reporting & Analytics | Wrapper | Pub Total | Curation & Forecasting | Supply Access | Sales, Service & Marketing | Reporting & Insights | Identity Solutions | Deal Types | Transparency & T.A.¹ | Buyer Total | Combined

Google Ad Mana
FREEWHEEL — A COMCAST COMPANY
SPOT X
amazon
verizon media
rubicon telar
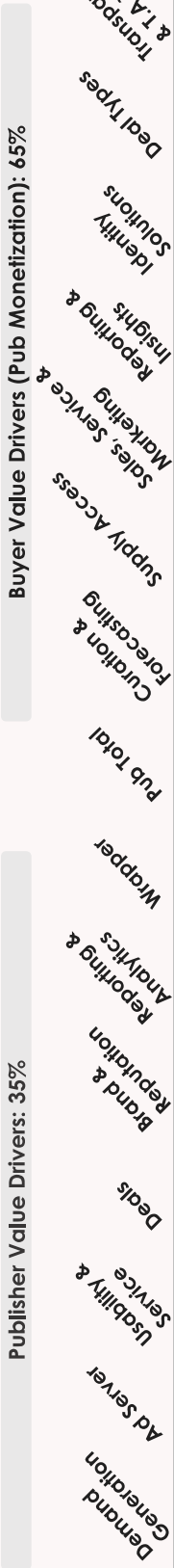PubMatic
xandr
INDEX EXCHANGE

Higher Score

Lower Score

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Monetize Video SSP – Price Value Map

Price Breakdown

Ad Serving Fee (CP
Payment Terms
Base SASC

Price = SASC + Payment Terms

Key Implications

- Publisher focused value drivers are becoming increasingly commoditized with platforms differentiating by focusing on buyer-focused offerings and demand generation
- Though the ad serving business is not high margin, it does create increased stickiness with publishers and increases the value and likelihood of use of their SSPs
- Supply-side players that have a integrated offering with other products can offer compelling incentives (e.g. Google offers minimal Ad Serving fees to incentivize AdX spend)
- Some SSPs offer revenue guarantees to incentivize platform usage and win deals (e.g. Verizon Media)

2020 – SSP Share Placeholder

Global SSP Display and Video Share

To be validated during strategy and business case development

Industry Projections

Company	Rationale
Google	
amazon	
SPOTX	
FREEWHEEL (A COMCAST COMPANY)	
xandr	
Magnite	
verizon media	
INDEX EXCHANGE	
Other SSPs	

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Legend: Google · Amazon · Xandr · SpotX · Rubicon · FreeWheel · Other SSPs

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